

## **Historic, Archive Document**

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J. A.

Catalogue and Price List

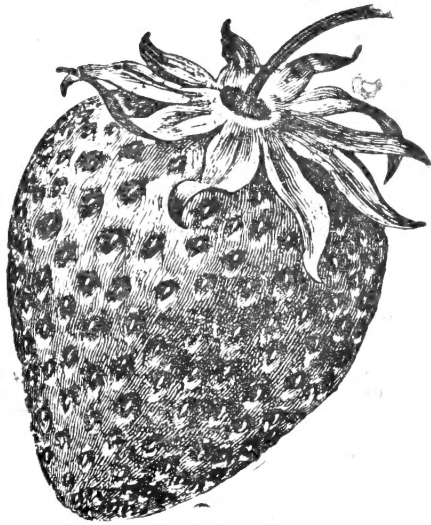
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**RENNIE'S HIGH GRADE**

*Strawberry Plants*

**New England's Best**



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**GEORGE RENNIE FARM**

**Strawberry Specialists**

**ANDOVER,**

**MASSACHUSETTS**

**Telephone 706**

1908—1948

Once again we are pleased to greet our many customers, both old and new. We thank them heartily for their patronage. We especially thank those who have recommended our plants to their neighbors and friends.

For 40 years we have been growing and shipping strawberry plants, starting in 1908 in a small way. The business has increased, from a few thousand plants the first year, until now we are shipping plants to all the north eastern states. The land here is ideal for growing plants, a light sandy loam, which causes the plants to go down deep into the soil, making very large roots that are sure to grow. We grow all our own plants and if we should be sold out of any variety, we say so, never buying from any one to fill your order as some growers do. In digging plants, we dig the whole row, discarding all small plants, also the old or mother plants. Our plants are all dug after your order is received, taken to the packing room, cleaned and trimmed, ready to set out in the field. This trimming of the plants makes them very easy to set out and saves you much time and labor, just when you are rushed with your Spring work.

Having been associated with my father on our farm for the last 25 years, I will endeavor to maintain the same high grade plants and prompt service which our farm has supplied in the past.

Trusting that we shall continue to receive a share of your patronage and hoping that this will be a successful and prosperous year for you, we are

Very truly yours,

THE GEORGE RENNIE FARM

Wallace Rennie, Owner.

## **BRIEF CULTURAL DIRECTIONS FOR THE BEGINNER**

**Soil.** Almost any land that will grow corn will grow strawberries.

**When to Plant.** The earlier in the Spring the better. As soon as you can prepare the ground in good shape so the Spring rains will give the plants a good start. Plants do best when set before they start to grow very much.

**Preparing the Ground.** Spade or plow under a good coat of barnyard manure, then harrow till it is nice and mellow. If barnyard manure can't be had you can use hen manure or a 4-12-4 fertilizer, 1,000 lbs. to the acre spread broadcast, then harrow it in.

**Planting Distance Apart.** We recommend making the rows four feet apart, and setting the plants every 15 to 18 inches in the row. This requires about 7,500 plants per acre.

**Setting the Plants.** A good many strawberry growers use a spade to make the holes to set the plants in, one man to make the holes and another to set the plants. Others use a mason's trowel. Push it straight down in the ground, then push back and forward, this makes a V shaped opening. Hold the plant with the left hand while you fill in the earth with the right, then firm the earth around plant. Be sure to set plants very firm in the ground. More plants die every year from being set too loose in the ground than all other causes combined. Great care should be taken to set the plant at the right depth, with the crown of the plant even with surface of the ground.

**Picking Blossoms from New Set Plants.** The standard or June bearing varieties are not expected to produce a crop the year they are planted. The blossom stems should be pinched from all plants as soon as they appear. This throws the strength into the plant and makes strong, healthy plants that will

It is with deep sorrow that I report the sudden death of my father, George Rennie, on February 28th, 1947, in his seventy-third year.

In 1908 he started the business of selling strawberry plants on a small scale and devoted his entire time to this effort. His determination to raise the best and deal honestly with his customers made him a leader in his field.

grow a big crop of fruit the following season. Ever-bearing varieties should have all blossoms picked off until July 1st of the first year. This will give you berries during late Summer and Fall the year they are planted.

**Cultivation.** We recommend shallow cultivation as soon as the plants are set. This levels the ground and holds the moisture. Cultivation should be kept up right through the growing season. About the last of November plants should be covered with two inches of meadow hay, rye straw or pine needles, or any covering you have handy provided it is free from weed seeds.

### **Profit and Pleasure in Growing Strawberries**

Strawberries yield quicker returns than any other fruit crop. With no other fruit crop can you set plants or trees one Spring and harvest a full crop of fine fruit the next Spring. "Strawberries bring in early money." They are one of the first crops to be harvested in the Spring. They bring in money when most needed just after a hard Winter. No other crop has brought the farmer as much profit during the past few years as the strawberry crop.

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**If you should order your plants over the phone be sure you get the right number. Andover 706. Ask for George Rennie Farm.**

### **Plant a Garden**

When you plant your Garden be sure you plant some strawberries. They are a necessity. Not a luxury. Strawberries are listed as an essential farm crop by the U. S. Department of Agriculture.

This is a good time to plant strawberries for home use or for market. Strawberry prices are going to be high for a good many years. The large growers are cutting down on their acreage as they can't get enough pickers to harvest the crop. This will help the small grower. Those that grow from 500 plants up to one acre.

### **STANDARD VARIETIES**

**Howard 17, (Per.) Early.** Since the Howard was introduced in 1915 it has replaced all other early berries. Its great productiveness, large size, nice color and smooth, even shape puts it in a class by itself. The Howard 17 is the variety that all new varieties are judged by. Growers have made more money with Howard 17 than any other variety.

Here is a list of some of the good points of Howard:

(1) Soil. Howard does well on any kind of soil, and in any climate, out-classing all other varieties.

(2) The plants are very productive. No other variety yields more quarts per acre.

Take notice when you are picking off the blossoms from your newly set plants, you will have two, three or four fruit stems to pick off the Howard

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plants; on most other varieties you will have only one or two stems to pick off.

(3) The berries are beautiful in appearance, having a bright, glossy red color. A berry that looks good in the box or in the crate. Howard and Catskill are the only fancy berries that are a market berry, all the other fancy berries are poor yielders.

(4) Howard berries are of large size and hold their size well throughout their long bearing season. A very easy berry to pick as it has no green points. We have one of the best strains of Howard 17 in New England, as we use only the best plants in our breeding beds.

The Howard should not be allowed to set too many plants, as after heavy rains they do not dry off. Berries will be soft and there will be some rot. Keep plants well spaced. This gives them a chance to dry off after rain.

We set out more Howard 17 plants than all other varieties combined and still we get sold out on them every year. To make sure of getting the plants you want, send your order in early. Don't wait until late in the season. Send a small remittance with your order, balance when you want plants shipped.

By Parcel Post Prepaid			
25 Plants	50 Plants	100 Plants	200 Plants
\$1.25	\$2.00	\$3.25	\$6.25
300 Plants	400 Plants	500 plants	1000 Plants
\$8.75	\$10.75	\$12.50	\$22.00

By Express or Called For at Farm					
Not Prepaid					
25	50	100	200	300	400
\$1.00	\$1.75	\$3.00	\$6.00	\$8.50	\$10.50
		500	1000		
		\$12.25	\$21.50.		



**PREMIER EXTRA EARLY**

We have always believed Howard 17 and Premier to be the same variety. However, some of our customers have purchased the plants under the name of Premier. We purchased our Premier plants from a leading Michigan grower, and any of our customers may have the true Premier by ordering them under that name.

Prices same as Howard 17.

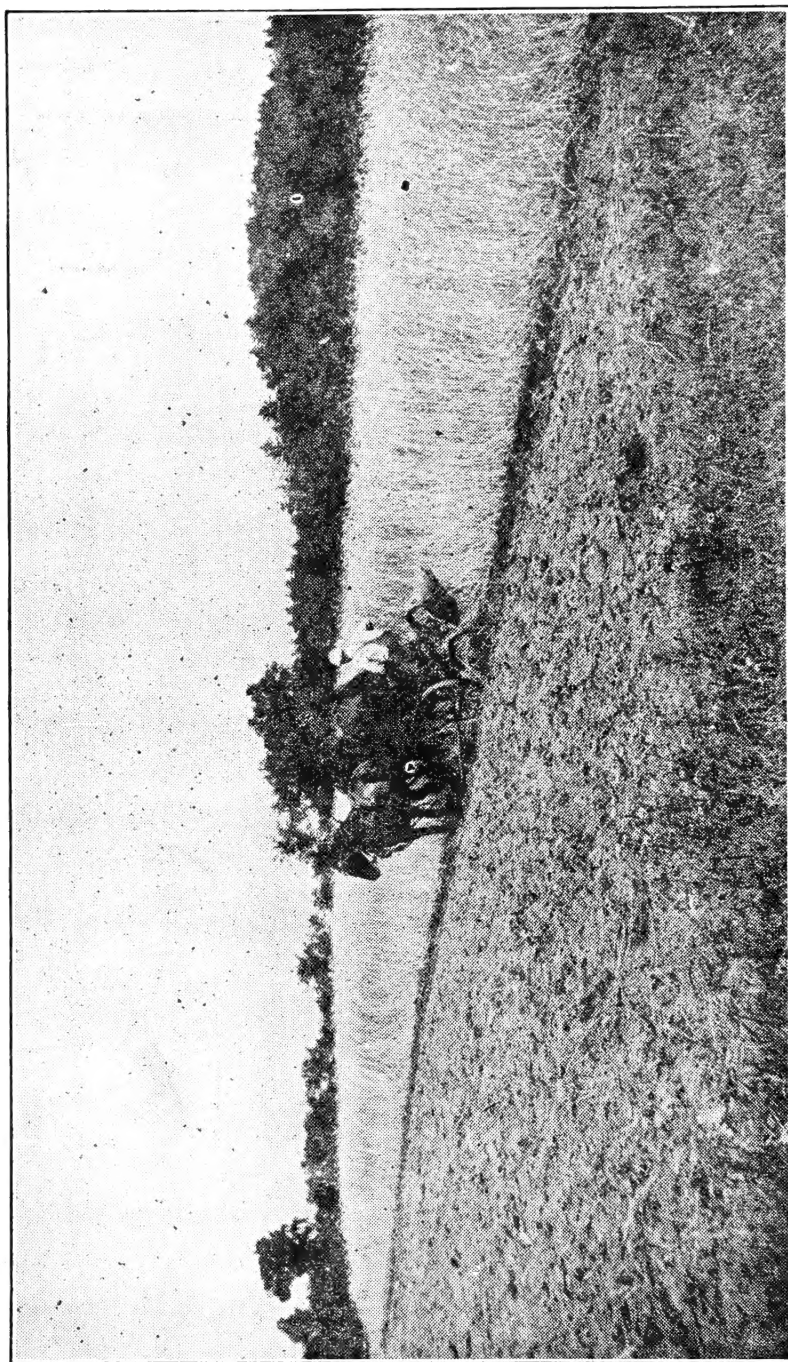
**ROBINSON (Scarlet Beauty) Per.**

Robinson also known as Scarlet Beauty is a new variety rated very highly by the Michigan plant growers.

It is a medium size plant with long root system, vigorous grower and has a very healthy foliage. Berries are a brilliant red color, have honey sweet flavor and are very large and firm and keep their size till the end of picking season. Include a few Robinson in your order this Spring and compare them with your Howard 17 and Catskill.

By Parcel Post Prepaid			
25 Plants	50 Plants	100 Plants	200 Plants
\$1.25	\$2.00	\$3.25	\$6.25
300 Plants	400 Plants	500 Plants	1000 Plants
\$8.75	\$10.75	\$12.50	\$22.00

By Express or Called For at Farm					
25	50	100	200	300	400
\$1.00	\$1.75	\$3.00	\$6.00	\$8.50	\$10.50
		500	1000		
		\$12.25	\$21.50		



**Plowing Under a Crop of Rye. Getting the Land in Shape  
For a Crop of Plants This Coming Season**

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**Owing to the high cost of labor and materials we  
will not be able to quote special prices on large lots.**

## HOW WE PREPARE OUR LAND FOR STRAWBERRIES

We plant one quarter of our land to strawberry plants every year. Every Fall the land that is not in strawberries is planted to winter rye. This is plowed under in the Spring, about the middle of June. Then we plant buckwheat and this is plowed under when it starts to form seed. For every crop of strawberry plants that we take off the land we plow under three crops of rye and three crops of buckwheat. This keeps the land well filled with humus and holds the moisture. When a dry time comes the plants never show it.

We fertilize with hen manure mostly and horse manure when we can get it. This is plowed under in the Fall. The land is plowed again in the Spring, then harrowed until it is nice and mellow and ready for planting. We always get our plants set out between the first and twentieth of April. About two weeks after planting we use a 4-12-4 fertilizer to start the plants, a handful to every three or four plants, then hoe it in.

### CATSKILL (Per.) Midseason

The Catskill is a midseason berry; ripens about a week after the Howard 17. A cross of the Marshall and Howard 17, the plants are large, very vigorous and yield very heavy crops. The berries are very large, firm, bright red in color, glossy and attractive, and good quality. The bright, shiny red

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Order your plants early. A small remittance is all that is required with your order. Send balance when you want plants shipped.

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berries make an attractive package in the basket or in the crate. The berries are so large they should be sold in trays, rather than in crates. On rich land the Catskill makes too many plants and should not be allowed to set too many as we find the largest and finest berries are always where plants are fairly wide apart. The Catskill keeps good size to the last picking and to be at its best should have fairly heavy and rich land. Anyone growing for market cannot go wrong in planting Howard 17 for early and Catskill for midseason to late. The berries are produced on strong stems that keep the berries up off the ground. They dry off after heavy rain and you get very few rotten berries. Not quite as heavy a cropper as the Howard 17. They are at their best when the Howard is starting to run down a little in size. Therefore they bring a better price in the market. The Catskill is getting better known now. Every year we increase our planting of Catskill. Plant the Howard 17 on the light to medium land and the Catskill on the heavy land.

By Parcel Post Prepaid			
25 Plants	50 Plants	100 Plants	200 Plants
\$1.25	\$2.00	\$3.25	\$6.25
300 Plants	400 Plants	500 Plants	1000 Plants
\$8.75	\$10.75	\$12.50	\$22.00

By Express or Called For at Farm					
25	50	100	200	300	400
\$1.00	\$1.75	\$3.00	\$6.00	\$8.50	\$10.50
		500	1000		
		\$12.25	\$21.50		

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**You will do us a favor by showing this catalogue to your friends.**

**The Commonwealth of Massachusetts  
STATE DEPARTMENT OF AGRICULTURE**

Official Certificate No. 166

Boston, July 31, 1947

**To Whom It May Concern:**

**This is to certify** that I have this thirtieth day of July completed the inspection of strawberry stock of George Rennie Farm grown at Andover, State of Massachusetts, and find it to be apparently free from all injurious insects and diseases which might be transferred on nursery stock from the nursery to the orchard or garden.

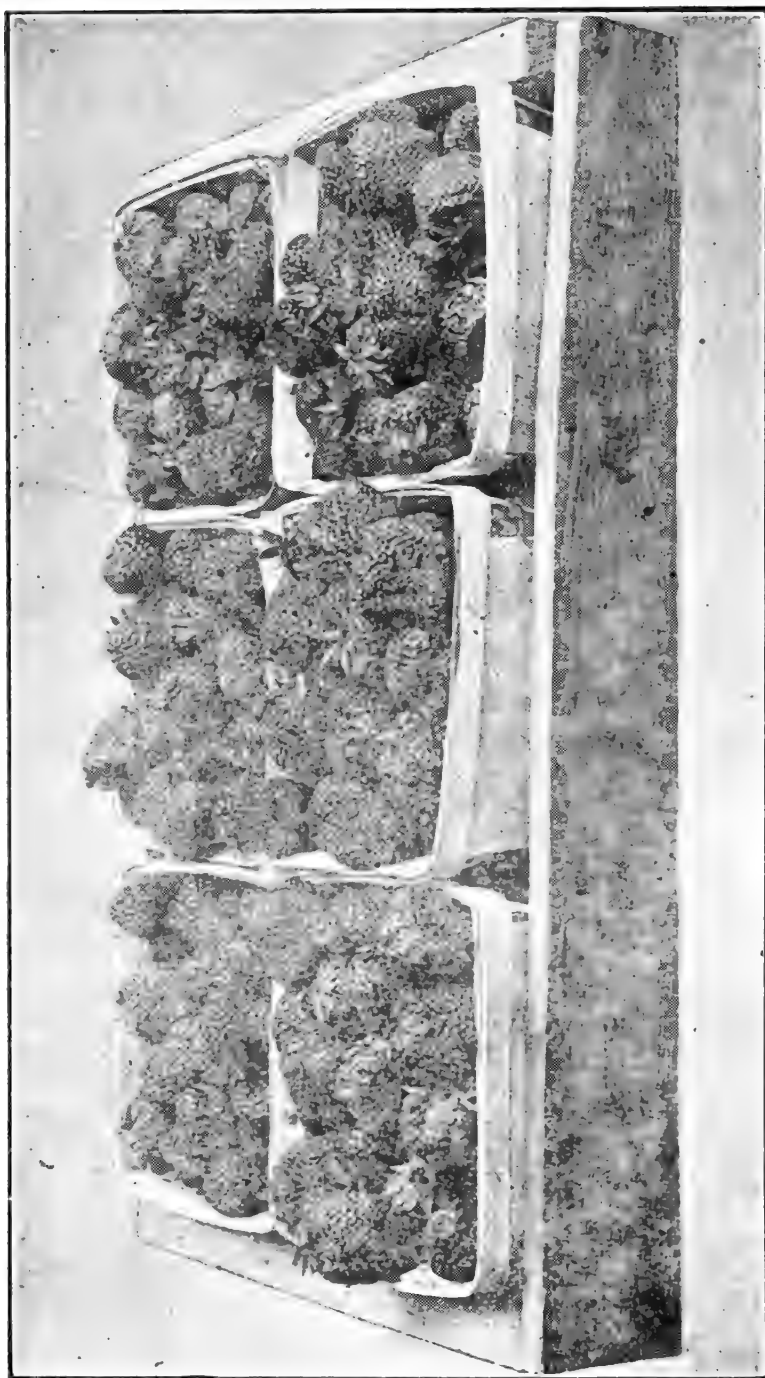
This certificate good until July 1, 1948.

Inspected by A. R. Hastings

Signed Q. S. Lowry,  
Assistant Director.

**SPACING OF PLANTS**

Most growers allow far too many plants to set in the row. We believe that the largest crops of the finest berries can be grown in rows two and a half to three feet wide with runner plants spaced seven or eight or even nine inches apart. Any plants that set closer than this should be treated as weeds and should be cut out with the hoe when hoeing the plants. Have one end of the hoe very sharp for this purpose. In the matted row you will find the most and largest berries are at the side of the rows. That is because they have more moisture than plants in the middle of the rows. In the spaced rows they have all the moisture they need to make large fruit. In the spaced rows you have very little rot as they dry off better after rain. You also get larger berries in a dry season. We have a customer on the North Shore that set out 500 Howard 17 plants. He allowed each plant to make only eight runners spaced nine inches apart and he picked from the 500 plants 1300 quarts of berries. All the growers in that town are following this system now. Some growers may think this is too much work. Suppose you try spacing the plants in two or three rows and compare with the rest of your bed.



**A Tray of Everbearing Berries**

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**We Pay Parcel Post Charges—You Pay Express Charges**

**ORDER YOUR PLANTS EARLY**

Last Spring we were sorry but we had to refuse orders from many of our old customers. This was due to the good demand for plants which was greater than for a good many years. This year our supply of plants is larger than for the past few years and we hope to have enough to fill all orders sent to us.

When your order is received by us it is booked and the plants are reserved in the fields until the time you want them. We estimate the number of plants we believe we have in the fields and as soon as we have booked this amount we are forced to refuse any more orders. Later in the season as our back orders are mostly sent out we sometimes have a few more plants and start taking a few more orders again. This may explain to some who had their orders refused and later find a neighbor or friend was able to get plants much later in the season from us. We try to play no favorites and treat all our customers the same.

The next two or three years should be very profitable for the man who has the time to give good care to his strawberry plants. Berries sold here in Andover last year at very good prices from the beginning to the end of the season, and stores could not get enough of them to supply their trade. As it will take you no longer to plant, cultivate and harvest your berries at these good prices than when they sold for much less and therefore your margin of profit will be much larger per quart than ever before.

Again we say, if you are planning to order some of our plants won't you place your order early so we may reserve your plants for you.



**GEM EVERBEARING (Per.)**

We have tried most of the everbearing varieties and we consider Gem to be the best.

Introduced to the trade in 1934, Gem makes a very vigorous growth of medium sized plants. The foliage is very healthy with no leaf spot. The berries average large in size, are bright red in color, very showy and attractive in the box and very firm. The Gem does well grown in the hill system or narrow row. For the narrow row set plants 18 inches apart in the row, with rows 3½ feet apart and let each plant make six to eight runner plants. A good berry for home use or market.

Gem plants should be set as early as you can prepare the land in good shape. Keep all blossoms picked off until July 4th. They should start to fruit about August 1st and continue to fruit until last of October. They will also bear a crop the next Spring. They should then be plowed under, as they don't fruit enough to bother with the second Fall.

	By Parcel Post Prepaid	By Express or Called For at Farm Not Prepaid
25 Plants .....	\$ 1.75	\$1.50
50 Plants .....	3.25	3.00
100 Plants .....	5.00	4.75
200 Plants .....	9.00	8.75
300 Plants .....	12.50	12.25
400 Plants .....	15.50	15.25
500 Plants .....	18.00	17.75
1,000 Plants .....	32.00	31.50

We use oblong pint baskets for marketing our Everbearing berries. We find they sell better than in quart baskets.

**How to Reach Our Farm by Automobile**

Come to Andover Square, then down Central Street and go under the railroad bridge, keep to the left, then first right. Our farm is the ninth house on the right.



**EVERMORE EVERBEARING (Minn. 1166)**

Evermore is a new everbearing formerly called Minn. 1166. It is praised very highly by the Michigan plant growers. With us Evermore is a vigorous grower and makes a great many new plants. However, the berries have a tendency to be soft and the flavor is poor. For those who have had better success with this variety or for any who would care to try them we have a supply of strong, healthy plants available.

By Parcel Post Prepaid		By Express or Called For at Farm Not Prepaid
25 Plants	\$ 1.25	\$ 1.00
50 Plants	2.25	2.00
100 Plants	3.50	3.25
200 Plants	6.50	6.25
300 Plants	9.00	8.75
500 Plants	13.00	12.75
1,000 Plants	25.00	24.50

**BERRY SITUATION FOR 1948-49**

Due to dry weather in many of the plant growing sections of the country, the available supply of plants will not be as large as during 1947 and will result in smaller acreage being planted. This will make prices paid for berries next year as high as the good prices that we had last Summer, and will have this year. The first picking should easily pay for the entire cost of your plants. Customers report yields at the rate of from seven to fifteen thousand quarts per acre from the healthy, strong plants that they bought from us. With labor scarce along with high prices paid for berries it will more than ever pay you to plant strong, high yielding plants. Order early and only buy this year as many plants as you will be able to give good care to. Every farm or garden should have some strawberry plants growing this year. A small planting will give you plenty

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of berries for yourself and all extra berries will find a waiting market at fancy prices. If you want plants this year order now and avoid disappointment.

We do not have strawberry plants for sale in the Fall. We find that plants set in the Spring usually start to grow faster and are easier to take care of. There is also a danger that Fall set plants may Winter kill.

Hollis, N. H.  
March 13, 1947

Dear Sir:

Once again we would like to place an order for 1,000 strawberry plants. We had fine luck with the 1,000 plants we picked from last year. We harvested 1,450 boxes of berries for market. We took particular pains to have each plant and runner about six inches apart.

Sincerely,  
(Signed) WILLIS SPAULDING

February 25, 1947  
West Rutland, Vt.  
R. F. D. No. 1

George Rennie  
Andover, Mass.  
Dear Sir:

Last year I ordered strawberry plants from you and was very much pleased with them; so I am sending in an order for 1,500 plants, 1,000 Howard 17 and 500 Catskill.

Wish to state that of all places we have purchased plants, none could equal yours.

Will advise you when I want them shipped. Hope that I will be as satisfied this year as I was last.

I am

Very sincerely,  
(Signed) CLARENCE L. SMITH

**PLEASE USE THIS ORDER BLANK**

**GEORGE RENNIE FARM**

**Strawberry Specialists**

**Andover, Mass.**

**Please forward to      Date of Order .....**

**Name .....**

**Post Office ..... R. D. No. ....**

**Express Office ..... P. O. Box .....**

**County ..... Street .....**

**State ..... Ship by .....  
(Mail or Express)**

**Ship plants on or about .....**

Please write name and address plainly, and fill all blanks perfectly. Always state how goods shall be sent, attach price to each article and add up accurately. Make checks or Money Orders payable to George Rennie Farm.

Quantity	Variety of Stock Ordered	PRICE	
		DOLLARS	CENTS
	Howard 17		
	Premier		
	Catskill		
	Robinson (Scarlet Beauty)		
	Gem Everbearing		
	Evermore Everbearing		
Total			

**If You Order Late in the Season Give a  
Second Choice**

**True to Name.** While we use every precaution to have all plants, etc., true to name (we believe we come as near doing this as anyone in the business), we will not be responsible for any sum greater than the cost of stock should any prove otherwise than as represented.

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Please write below the names and addresses of any acquaintances and friends who might be interested in, or buyers of strawberry plants, and we will send them a catalogue.

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R. F. D. No. 2  
Manchester, N. H.  
April 14, 1947

Mr. George Rennie  
Andover, Mass.

Dear Sir:

Thank you for your catalog.

Enclosed please find money order for 400 Catskill and 100 Howard 17 strawberry plants to arrive at the above address by May 9th; no later than Saturday, May 10th.

I have had many strawberry plants from you over the years and they have always done very well.

Thank you.

Yours truly,  
(Signed) FLORENCE M. TARR

# STRAWBERRY SPECIALISTS

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West Chester, Penna.  
February 22, 1947

George Rennie  
Andover, Mass.

Dear Sir:

We have had very gratifying results from your strawberry plants. This year we should start a new bed. Therefore, please ship us: 300 Howard 17, 300 Catskills, 100 Robinsons, 25 Evermores.

Very sincerely,  
(Signed) ALBERT L. BAILEY, JR.

Westminster, Mass.  
May 31, 1947

Mr. George Rennie  
Andover, Mass.

Dear Sir:

The berry plants I recently ordered from you arrived in perfect condition. I would like to have 50 more Robinson plants if possible.

Enclosed find money order. Send by parcel post as soon as possible.

Yours truly,  
(Signed) MRS. HJALMAR SILVONEN

Ogunquit, Maine  
February 1, 1947

George Rennie  
Andover, Mass.

Dear Sir:

The shipment of plants I received from you last Spring flourished beautifully all Summer and I'm looking forward to a good crop this year.

Please send the following order about May 10-15th.

50 Howard 17	\$2.00
50 Catskill	2.00
	<hr/>
	\$4.00

Enclosed find Money Order for \$4.00.

Yours truly,  
(Signed) GEORGE J. SARGENT

**Be Your Order Large or Small, We Will Treat You  
"On the Square"**

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**Terms**—Cash must accompany all orders. No plants shipped C. O. D.

**How to Remit**—Post Office, Express, Money Order, Registered Letter or Bank Draft.

**Claims**—Must be made on receipt of plants, so that mistakes (should any have been made), may be promptly corrected.

All plants are fresh dug when wanted, kept away from both sun and wind, taken to the packing room to be **trimmed** ready for planting; tied in bunches of 26, labeled and set in moss in light boxes or crates, and delivered to the post office or express office at Andover, Mass.

We take the greatest care to have all plants true to name and in case any should prove otherwise we will not be liable for any amount greater than paid us for the plants.

Orders should be sent as soon as possible and your order will be booked and shipped when wanted.

A card will be sent notifying you when plants are shipped by express, so you can be on the lookout for them.

**GEORGE RENNIE FARM, Andover, Mass**

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**Get Your Order In Early.**